

## CLAIM OR CLAIMS

1. A product labeling system incorporated into a product wrapping comprising;

a barrier film having inner and outer plies;

a label including first and second plies;

the first ply supporting a layer of printing;

the second ply supporting a layer of adhesive;

the first ply being mountable on the second ply exposing the adhesive on an area of the second ply that is beyond the first ply; and

the label being mountable against the inner ply of the barrier film so that both the first ply and the exposed area of adhesive on the second ply are positioned adjacent to the inner ply of the barrier film and the layer of adhesive bonds the label to the barrier film substantially without obstructing a view of the layer of printing through the barrier film.

2. The system of claim 1 in which the inner ply of the barrier film is an oxygen-permeable film and the outer ply of the barrier film is an oxygen-impermeable film.

3. The system of claim 2 in which the barrier film wraps around a product for sealing the product within a protected environment, positioning the label between the barrier film and the product.

4. The system of claim 3 in which the outer oxygen-impermeable film is removable from the product, leaving the inner oxygen-permeable film in place around the product and leaving the label in place between the inner oxygen-permeable film and the product.

5. The system of claim 1 in which the first ply supporting the layer of printing is a liner backing.

6. The system of claim 5 in which the second ply supporting the layer of adhesive is a face stock.

7. The system of claim 6 in which the liner backing also supports a layer of release located adjacent to the adhesive layer of the face stock.

8. The system of claim 1 in which the first ply is opaque for providing contrast for the layer of printing and the second ply is at least translucent to provide a less obstructed view of the product.

9. The system of claim 1 in which the second ply is made of a material that is safe for contact with food products.

10. A method of labeling freshness-sensitive products comprising steps of:

advancing a face stock supporting a layer of adhesive and a liner backing through a sequence of processing steps;

cutting a face ply from the face stock and a backing ply from the liner backing, the face ply being cut to a larger size than the backing ply;

printing on the backing ply;

assembling the face ply and the backing ply together so that the backing ply is at least partially surrounded by the adhesive layer;

applying the face ply and the backing ply to an inside of a film wrap so that both the backing ply and the at least partially surrounding adhesive layer are positioned adjacent to the inside of the film wrap with the adhesive bonding to the film wrap and the printing visible through the film wrap.

11. The method of claim 10 in which the step of cutting produces both a face stock matrix and a backing stock matrix, the backing stock matrix remains in place during the step of printing to avoid contact between a print head and the adhesive.

12. The method of claim 11 in which the liner backing supports a layer of release and the surrounding adhesive layer is covered by the layer of release on the liner backing.

13. The method of claim 10 in which the film wrap is a multi-ply barrier film having an oxygen-permeable film layer and an oxygen-impermeable film layer.

14. The method of claim 13 in which the step of applying includes applying the face and backing plies to the oxygen-permeable film layer

15. The method of claim 10 in which the backing ply is opaque for providing contrast for the printing on the backing ply and the face ply is at least translucent to provide a less obstructed view of an underlying product.

16. The system of claim 10 in which the face ply is made of a material that is safe for contact with food products.

17. A labeled packaging system for controlling environmental exposure of packaged products comprising:

- a multi-ply barrier film having inner and outer plies that are separately removable from a wrapped product;

- a label having a first area supporting a print layer and an at least partially surrounding area supporting an adhesive layer; and

- the label being mountable against the inner ply of the barrier film so that the adhesive layer forms a bond between the label and the inner ply of the barrier film and the print layer is visible through the barrier film.

18. The system of claim 17 in which the barrier film is wrapped around a product positioning the label between the barrier film and the product.

19. The system of claim 18 in which the outer ply of the barrier film is removable from the product leaving the label in place between the inner ply of the barrier film and the product.

20. The system of claim 17 in which the adhesive layer is a patterned adhesive layer to avoid the presence of adhesive in the area of the print layer.

21. A method of labeling packaged products over-wrapped by a transparent film, comprising steps of:

providing label having a face ply non-permanently bonded to a liner backing with a pressure-sensitive adhesive;

printing labeling information on a prescribed area of the liner backing;

die cutting the liner backing;

removing portions of the liner backing surrounding the prescribed area of printing exposing the pressure-sensitive adhesive on surrounding areas of the face ply; and

bonding the exposed pressure-sensitive adhesive to the transparent film so that the prescribed area of the liner backing is sealed between the transparent film and the face layer exposing the labeling information through the transparent film.